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10/533,859	01/26/2006	Yoshimitsu Kagiwada	SHIO-0045	7901

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WOODCOCK WASHBURN LLP
CIRA CENTRE, 12TH FLOOR
2929 ARCH STREET
PHILADELPHIA, PA 19104-2891

EXAMINER

WRIGHT, BRYAN F

ART UNIT	PAPER NUMBER
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2431

NOTIFICATION DATE	DELIVERY MODE
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03/16/2011

ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	Application No. 10/533,859	Applicant(s) KAGIWADA, YOSHIMITSU	
	Examiner BRYAN WRIGHT	Art Unit 2431	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 27 December 2010.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 2, 7 and 11-22 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 2, 7 and 11-22 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is in response to amendment filed on 12/27/2010. Claims 2, 7, 12-16 have been amended for clarity. Claims 21 and 22 have been added. Claims 2, 7 and 11-22 will be pending.

Specification

The title of the invention is not descriptive. A new title is required that is clearly indicative of the invention to which the claims are directed.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 2, 7, and 11-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Matsui et al. (US Patent Publication No. 2002/0019817 and Matsui hereinafter (cited from IDS)) in view of Tokorotani (US Patent Publication No. 20030055730).

3. As to claim 2 and 7, Matsui teaches a personal information utilization system comprising: a personal information storage means, a communication means to an

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external device, and an information processing means for controlling operation of each means thereof (i.e., ... teaches database storage, internet communication and computer system for processing [fig. 1]);

said personal information storage means storing personal information on an information disclosing person and storing commodity provision information on a first commodity service which is provided for said information disclosing person (i.e., ... teaches a database storing personal information and service related information [6, fig. 2]); and said processing means being constituted by the following steps:

c) identifying, as a results of said checking, an information disclosing person that is associated with said first commodity provision information (i.e., ... teaches identifying a person matching said information [par. 55]),

d) reading out one or more personal information on said identified information disclosing person or persons from said personal information storage means (i.e., ... teaches displaying said result of search [par. 13]),

e) transmitting said read out personal information on the information disclosing person or persons to said information search side terminal (i.e., ... teaches sending a report base query information provided [par. 56]).

Matsu teachings do not disclose:

a) receiving second commodity provision information associated with a second commodity different than the first commodity, from an information search side terminal via said communication means,

b) checking said received second commodity information with the first commodity provision information,

said identifying by using the second commodity as a key such that the second commodity provision partially coincides with the first commodity,

The Examiner notes prior art reference Tokorotani discloses capability to receive commodity information that is different from subsequent commodity information. See Tokorotani, paragraph 28. With regards to applicant's checking process, Tokorotani discloses checking received commodity data with additional commodity data. See Tokorotani paragraphs 28 and 29. With regards to applicant's using a commodity data as a key, Tokorotani discloses using commodity data to determine additional commodities that coincide. See paragraph 28. Therefore given the system of Matsui as disclosed, a person would of ordinary skill in the art would have recognized the advantage of modifying the system to enhance the process of rendering of commodities, related goods and services by employing Tokorotani's capability to determine related different commodities.

4. As to claim 11, Matsui teaches a personal information utilization system where the first commodity provision information, registered in said personal information storage means is such information that said processing means associates personal information of said information disclosing person and first commodity provision information, etc, (i.e., ... teaches a storage (i.e., database) contain personal information and associated service information [6, fig. 2]), and receives said associated information

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from an information register side terminal via said communication means (i.e., ... teaches a web browser [fig. 4] Further teaches registration user screen [15, fig. 3]); checks said received personal information with personal information stored in said personal information storage means (i.e., ... teaches the use of a password and user id assigned for identification [0049 - 0051]); identifies the information disclosing person of said received personal information, as a result of said checking, if said received personal information coincides with the personal information stored in said personal information storage means (i.e., ... teaches upon matching criteria [par. 55]); and registers said commodity purchasing information, etc. received for each identified information disclosing person in said personal information storage means [18, fig. 3].

5. As to claims 12 and 15, Matsui teaches a user and service/goods correlation system, however Matsui do not teach a wherein said second commodity provision information is received from an information searching person, said information searching person includes at least a manufacture, a sales vendor, a service trader, a self-governing body or an education foundation. The Examiner notes that the applicant's claim is alternative (e.g., "or") therefore with regards to applicant's second commodity provision information is received from a sales vendor, the Examiner contends that prior art reference Tokorotani discloses a POS apparatus that can automatically prepare a database on related commodities (e.g., second commodities) based on previously sold commodities. Therefore given the system of Matsui as disclosed, a person of ordinary skill in the art would have recognize the advantage of modifying the system to enhance

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the rendering of commodity related goods and services by employing Tokorotani's capability to determine related different commodities.

6. As to claim 13, Matsui teaches a personal information utilization system where the personal information on the information disclosing person registered in said personal information storage means is such information that the processing means is configured to receive information on disclosure limits representing disclosure limits for the personal information on the information disclosing person, from the information disclosure side terminal via the communication means and that the personal information storage means is configured to manage in accordance with the received information on disclosure limits (i.e., ... teaches a web browser [fig.4] Further teaches said web browser displaying limited personal information required for search).

7. As to claim 14, Matsu teaches a personal information utilization program where the commodity provision information, registered in said personal information storage means is such information that said processing means is configured to associate personal information of said information disclosing person and first commodity provision information (e.g., service information) (i.e., ... teaches a storage (i.e., database) contain personal information and associated service information [6, fig. 2]); and to receive said associated information from the information register side terminal via said communication means (i.e., ... teaches a Web browser configuration for receiving personal information [fig. 4; fig. 7]); to check said received personal information with

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personal information stored in said personal information storage means (i.e., ... teaches the use of a password and user id assigned for identification [0049 - 0051]); to identify an information disclosing person of said received personal information as a result of said checking, if said received personal information coincides with the personal information stored in said personal information storage means (i.e., ... teaches upon matching criteria [par. 55]); and to register said commodity purchasing information, etc. received for each identified information disclosing person in said personal information storage means [18, fig .3].

8. As to claim 16, Matsui teaches a personal information utilization program where the personal information on the information disclosing person registered in said personal information storage means is such information that the processing means is configured to receive information on disclosure limits representing disclosure limits for the personal information on the information disclosing person, from the information disclosure side terminal via the communication means and that the personal information storage means is configured to manage in accordance with the received information on disclosure limits (i.e., ... teaches a web browser [fig.4] Further teaches said web browser displaying limited personal information required for search).

9. Claims 17-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Matsui in view of Tokrotani an as applied to claims 2 and 7 above, and further in view of and further in view of Grdina (US Patent Publication No. 2005/0240492).

10. As to claim 17, the system of Matsui and Tokrotani teaches substantial features of the claimed invention, however does not disclose a personal information utilization system where the first commodity provision information is automatically registered via an information register side terminal. However, these features are well known in the art and would have been an obvious modification of the system disclosed by Matsu and Tokrotani as introduced by Grdina. Grdina discloses: A personal information utilization system where the first commodity provision information is automatically registered via an information register side terminal (to provide registration means used within a personal information utilization information. Registration providing registration of particular user and commodity information (e.g., first commodity provision information) [par. 33 & 35]). Therefore, given the system disclosed by both Grdina and Tokrotani, a person having ordinary skill in the art at the time of the invention would have recognized the desirability and advantage of modifying the system to enhance commodity management by employing the feature of personal information registration within a shared system as disclosed above by Grdina.

11. As to claim 18, Matsui teaches a personal information utilization system where the first commodity provision information comprises a name of an item, a name of a vendor, and a date when the vendor provided the item [a, b, fig. 5].

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12. As to claim 19, the system of Matsui and Tokrotani teaches a user and service/goods correlation system, however neither reference discloses a personal information utilization system of said identifying comprises determining an identity, previously unknown to be associated with the second commodity information, of the information disclosing person based on the coincidence of the first commodity provision information with the second commodity provision information. However, these features are well known in the art and would have been an obvious modification of the system disclosed by Matsu and Tokrotani as introduced by Grdina. Grdina discloses: personal information utilization system of said identifying comprises determining an identity, previously unknown to be associated with the second commodity information (e.g., commodity-like goods/service), of the information disclosing person based on the coincidence of the first commodity provision information (e.g., user's target area) with the second commodity provision information (Grdina discloses the capability to provide a user with commodity/service information relating to established user commodity/service data.[par. 31]. Therefore, given the system disclosed by Matsui and Tokrotani above, a person having ordinary skill in the art at the time of the invention would have recognized the desirability and advantage of modifying their system to enhance commodity management by employing the feature of linking new commodity like data with previous user preferred goods/service data as disclosed above by Grdina.

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13. As to claim 20, Matsui teaches a personal information utilization system where the first commodity provision information comprises a name of the specific commodity [a, b, fig. 5].

14. As to claims 21 and 22, the system of Matsui and Tokorotani teaches a user and service/goods correlation system, however neither reference discloses personal information utilization system where the first commodity comprises a first service, and the second commodity comprises a second service. The Examiner notes in this instance that prior art reference Grdina discloses both first commodities relating to a first service and a second commodity relating to secondary services. See Grdina paragraph 6. Therefore given the system disclosed above by Matsui and Tokorotani above, a person of ordinary skill in the art would have recognized the advantage of modifying their system to enhance the type of commodities rendered by employing Grdina's first and second commodity service rendering.

Response to Arguments

Applicant's arguments with respect to claims 2, 7, and 11-19 have been considered but are moot in view of the new ground(s) of rejection. The Examiner notes that the teachings of prior art reference Tokorotani discloses the ability to use a commodity as a search key and the capability to make commodity correlations.

With respect to applicant's remarks concerning dependent claim 20 not being properly treated in office action issued on 6/24/2010, the Examiner notes while the

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scope of dependent claim 20 was similar to dependent claim 18, the Examiner has made this office action Non-Final and has rejected claim 20 under the teachings of prior art reference Matsui.

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BRYAN WRIGHT whose telephone number is (571)270-3826. The examiner can normally be reached on 8:30 am - 5:30 pm Monday -Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, William Korzuch can be reached on (571) 272-7589. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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/BRYAN WRIGHT/
Examiner, Art Unit 2431

/William Korzuch/
Supervisory Patent Examiner, Art Unit 2431